



## e-Zine Composer

### MARKET DEVELOPMENTS

Reduction of costs from new forms of communication  
Increase in interactivity  
Optimization of design and promotional value  
Efficient use of database management  
Detailed reporting

### WHY E-ZINE COMPOSER?

Easily import (multiple) mailing lists  
Subscription to your newsletter from your website  
High degree of efficiency  
User friendly  
Cost reduction  
Web based application  
Professional newsletters without HTML-expertise

### WHAT DOES E-ZINE COMPOSER OFFER?

1. File management
2. Newsletter management
3. List management
4. Detailed history
5. Subscriber service

### IN DETAIL

#### 1. File management

Save the images that will be used in your newsletters. Any attachments will be saved here automatically.  
File management offers a folder structure you can organize yourself.

#### 2. Newsletter management

Manage your templates for a consistent look, feel and branding. Create your newsletters by selecting the desired template and add your own content in our editor. It's also possible to upload ready-made HTML content.  
Send your newsletter within a few minutes, including personalized content.

### IN DETAIL – CONTINUED

#### 3. List management

It's possible to import your address lists an unlimited number of times. Addresses received through your own website can be added to the desired list automatically. Subscribers with identical e-mail addresses can be merged.

#### 4. Detailed history

An overview with information about newsletters you've sent.

#### 5. Subscriber service

Generate a link for your own website or newsletter, where new subscribers can sign up for your newsletter. The data will be automatically added to the mailing list you've specified.

### HOW DOES E-ZINE COMPOSER WORK?

#### Step 1

Select the desired template.

#### Step 2

Add your news and images, and save the newsletter.

#### Step 3

Select the newsletter you wish to send.

#### Step 4

Select the desired mailing list(s).

#### Step 5

Supply the subject of your newsletter and optionally add attachments.

#### Step 6

Send the newsletter.

### E-ZINE COMPOSER: ADDED VALUE

Ease-of-use  
Your own English speaking helpdesk  
Cost effective  
Strict SPAM policy

**NEW\***

**use e-Zine Composer  
for your fax mailings too**